

**Asian/Pacific Islander**  
**Quit Line Data Summary**  
January 1 - March 31, 2003

	<u>Asian/Pac. Is.</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 43</b>	<b>N = 4,042</b>
<b>Percent of Statewide Calls</b>	1.4%	100.0%
<b>Percent of State Population</b>	6.0%	100.0%
	<u>Asian/Pac. Is. %</u>	<u>State %</u>
<b>Gender</b>	<b>N = 43</b>	<b>N = 3,581</b>
Female	55.8%	62.2%
Male	44.2%	37.8%
<b>Race/Ethnicity</b>	<b>N = 43</b>	<b>N = 3,087</b>
Asian/Pacific Islander	100.0%	1.4%
<b>Age</b>	<b>N = 41</b>	<b>N = 3,298</b>
Less than 18 years old	7.3%	1.8%
18 - 24 years old	26.8%	14.6%
25 - 34 years old	39.0%	23.1%
35 - 44 years old	19.5%	27.0%
45 years and older	7.3%	33.5%
<b>Education</b>	<b>N = 40</b>	<b>N = 3,197</b>
Did not graduate high school	15.0%	19.2%
High school graduate	25.0%	32.7%
Some college/vocational school	32.5%	36.6%
College graduate	27.5%	11.4%
<b>Caller Type</b>	<b>N = 43</b>	<b>N = 3,656</b>
General Information	2.3%	9.4%
Health care provider	4.7%	3.2%
Tobacco user	93.0%	87.4%
<b>Payer Type</b>	<b>N = 22</b>	<b>N = 2,529</b>
Insured	36.4%	36.7%
Uninsured	36.4%	29.6%
Medicaid	27.3%	33.7%
<b>Heard About</b>	<b>N = 40</b>	<b>N = 3,148</b>
Past caller	7.5%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	27.5%	24.8%
Television	17.5%	18.3%
Outdoor advertisement (billboard/bus/wall)	10.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	0.0%	1.9%
Newspaper/Magazine	2.5%	2.5%
Brochure/Newsletter	12.5%	8.2%
Family or friend	12.5%	24.2%
Health Department	7.5%	4.5%
School	2.5%	0.7%